Please amend the present application as follows:

Claims

The following is a copy of Applicant's claims that identifies language being added with underlining ("___") and language being deleted with strikethrough ("   "), as is applicable:

1.   (Previously presented) A server from which a sender distributes content messages to one or more receivers, comprising:

a processor;

memory;

a content packet stored in the memory, the content packet including:

message content;

a sender bank identifier; and

a plurality of values that indicates different amounts based on a manner of rendering that the sender offers to credit a receiver for rendering at least a portion of the message content, wherein the processor is configured to execute a program, the program configured to construct the content packet and distribute the content packet to the one or more receivers.

2.   (Original) The server as recited in claim 1, wherein the content packet further comprises a message identifier that uniquely identifies the message content.

3.   (Previously presented) The server as recited in claim 1, wherein:

one of the plurality of values is a first value that indicates an amount that the sender offers to credit a receiver for rendering the message content on a display; and

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one of the plurality of values is a second value that indicates an amount that the sender offers to credit a receiver for printing the message content.

4. (Previously presented) The server as recited in claim 1, wherein:

one of the plurality of values is a first value that indicates an amount that the sender offers to credit a receiver for rendering the message content on a display; and

one of the plurality of values is a second value that indicates an amount that the sender offers to credit a receiver for playing audio/visual message content.

5. (Original) The server as recited in claim 1, further comprising a digital signature module configured to digitally sign the content packet.

6. (Previously presented) The server as recited in claim 1, wherein the content packet further comprises finishing instructions that a receiver must fulfill before at least one of the plurality of values is credited to the receiver.

7. (Previously presented) The server as recited in claim 1, wherein at least one of the plurality of values is a monetary value that is credited to a receiver bank account from a bank account identified by the sender bank identifier.

8. (Previously presented) The server as recited in claim 1, wherein at least one of the plurality of values is a credit value that may be credited toward a product or service purchase.

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9. (Previously presented) The server as recited in claim 1, wherein at least one of the plurality of values is a credit/redemption slip.

10. (Canceled)

11. (Previously presented) The server as recited in claim 1, wherein the program is further configured to receive notice that the message content has been rendered and to recall a sent content packet if a notice of receipt is not received within a certain time period.

12. (Original) The server as recited in claim 1, further comprising a confirmation module configured to receive confirmation from the one or more receivers that the message content has been rendered.

13. (Original) An e-mail program stored on one or more computer readable media, comprising:

a receiver module configured to receive a content packet from one or more senders, the content packet including a content message, an advertiser bank account identifier, a value that the sender is willing to pay to render the content message, and finishing instructions detailing how the content message is to be rendered;

a bank request module configured to verify that an advertiser bank account identified by the advertiser bank account identifier in the content packet can satisfy the value identified in the content packet;

a rules module containing payments required to render the content message;

a rendering module configured to render the content message if the value meets or exceeds a value established in the rules module and if the bank request module verifies

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sufficient funds in the advertiser bank account to pay the value included in the content packet; and

a certification module configured to confirm that the content message has been rendered and to send a certification to the advertiser bank that the content message has been rendered.

14.   (Original) The e-mail program as recited in claim 13, wherein the rules module is further configured to identify a first amount required for playing/displaying and audio/visual content message and a second amount required for printing a printable content message.

15.   (Original) The e-mail program as recited in claim 13, further comprising a notice module configured to receive notice from the advertiser bank that funds have been transferred and to provide notification if such notice has not been received within a specified period of time since the content message was rendered.

16.   (Original) The e-mail program as recited in claim 13, wherein the rendering module is further configured to initiate a print job to print the content message.

17.   (Original) The e-mail program as recited in claim 13, wherein the rendering module is further configured to direct the content message to an audio/visual device for playback or display.

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18. (Original) The e-mail program as recited in claim 13, wherein:

the value in the content packet is a first value that indicates an amount the sender is willing to pay to display the content message; and

the content packet further comprises a second value that indicates an amount the sender is willing to pay to print the content message.

19. (Original) The e-mail program as recited in claim 13, wherein the certification module is further configured to provide a customer bank account identifier that identifies a bank account to which funds are to be transferred from the advertiser bank.

20-21. (Canceled)

22. (Original) A printer, comprising:

an e-mail module configured to receive an e-mail message from one or more senders, said e-mail message containing a content packet that includes a content message that is printable on the printer and a print value that identifies a value the sender is willing to pay to print the content message;

a rules module that contains a value required to print the content message and that is configured to print the content message if the print value is greater than or equal to the value in the rules module;

a print confirmation module configured to verify that the content message was printed; and

a notice module configured to notify the sender that the content message was printed on the printer.

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23.   (Original) The printer as recited in claim 22, wherein the controller is further configured to delete the content packet if the print value is less than the value contained in the rules module.

24.   (Original) The printer as recited in claim 22, wherein the content packet further comprises a sender bank account identifier, the printer further comprising a funds verifier configured to verify that sufficient funds are in the sender bank account to pay the print value.

25.   (Original) The printer as recited in claim 22, wherein the notice module is further configured to receive notice that funds have been transferred from the sender.

26.   (Original) The printer as recited in claim 25, wherein the notice module is further configured to provide a notification that a funds transfer has not occurred if the notice that funds have been transferred from the sender is not received within a specified time period.

27.   (Original) The printer as recited in claim 22, wherein the value is a monetary value.

28.   (Original) The printer as recited in claim 22, wherein the value is a credit that may be redeemed with the sender.

29.   (Original) The printer as recited in claim 22, wherein the value is a slip that can be used for a credit or for redemption.

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30. (Previously presented) A method for distributing content messages to one or more receivers, comprising:

assembling a content packet at a computer device, the content packet including a content message and a plurality of rendering values;

sending the content packet to one or more receivers;

receiving notice that a receiver has rendered a content message from the content packet;

crediting the receiver that rendered the content message with an amount equal to at least one of the plurality of rendering values based on the manner of rendering.

31. (Original) The method as recited in claim 30, wherein:

the content packet further comprises a content message identifier that corresponds to the content message in the content packet; and

the receiving notice further comprises receiving notice that a receiver has rendered a content message having a specific content message identifier.

32. (Original) The method as recited in claim 30, wherein:

the receiving notice further comprises receiving information identifying a bank account held by the receiver; and

the crediting the receiver further comprises crediting the receiver's bank account with a monetary value identified by the rendering value.

33. (Original) The method as recited in claim 30, wherein:

the receiving notice further comprises receiving information identifying a credit account held by the receiver; and

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the crediting the receiver further comprises crediting the receiver's credit account with a number of credits identified by the rendering value.

34. (Original) The method as recited in claim 30, wherein the content message is printable.

35. (Original) The method as recited in claim 30, wherein the content message is an advertisement.

36. (Original) The method as recited in claim 30, wherein the content packet further includes a sender bank account identifier that may be used by a receiver to access a corresponding sender bank account to verify that the account exists and that there are sufficient funds in the account to cover the rendering value.

37. (Original) The method as recited in claim 30, wherein the content packet further includes finishing instructions that identify certain rendering requirements that must be met before the rendering value is applied to the receiver.

38. (Original) The method as recited in claim 30, wherein the rendering value is a first rendering value that indicates an amount credited for displaying the content message, and the content packet further includes a second rendering value that indicates an amount credited for printing the content message.

39. (Original) The method as recited in claim 30, further comprising digitally signing the content packet with a unique digital signature.

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40. (Previously presented) A method for receiving content messages from one or more sender computer devices, comprising:

receiving a content packet from a sender computer device, the content packet containing a content message and a rendering value, the rendering value indicating an amount the sender computer device offers to credit for rendering the content message;

automatically initiating rendering of the content message if the rendering value is greater than or equal to a pre-determined rendering limit;

notifying the sender computer device that the content message has been rendered; and

sending credit instructions to the sender computer device to receive credit for the rendering value.

41. (Original) The method as recited in claim 40, wherein the content message is an advertisement.

42. (Previously presented) The method as recited in claim 40, wherein:

the rendering value is a first rendering value that indicates an amount the sender computer device offers to credit for displaying the content message; and

the content packet further includes a second rendering value that indicates an amount the sender computer device offers to credit for printing the content message.

43. (Previously presented) The method as recited in claim 40, further comprising verifying that the sender computer device corresponds to a bank account that contains sufficient funds to satisfy the rendering value, and wherein the content packet further includes a sender bank account identifier.

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44.   (Original) The method as recited in claim 40, further comprising verifying a digital signature that is included in the content packet.

45.   (Previously presented) The method as recited in claim 40, further comprising verifying that the content message has been rendered before notifying the sender computer device that the content message has been rendered.

46.   (Previously presented) The method as recited in claim 40, wherein automatically initiating rendering of the content message further comprises initiating a print job to print the content message.

47.   (Original) The method as recited in claim 40, further comprising receiving notice that an amount indicated by the rendering value has been credited.

48.   (Original) The method as recited in claim 47, further comprising issuing a notification that a notice of credit has not been received within a specified period of time since the content message was rendered.